



WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Target Enterprises
15260 Ventura Blvd
Ste 1240
Sherman Oaks, CA 91403

Contract # 1354538
Schedule Dates 10/15/12-10/21/12
Advertiser Republican Governors Association of NC (32743)
Agency Target Enterprises (2076)
Product POLITICAL CANDIDATE SUPER PAC (ns) (1386)
Brand REP GOVERNORS ASSOC (452580)
Salesperson Millennium/LA, Los Angeles (1101)
Sales Office Millennium Los Angeles
Buyer Name CRANE, CINDIE
Phone/Fax /
CPE 145
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments REP GOVERNORS ASSOC
JENNA AVISHAY
SHARE = 8%

Date Entered 08/14/12
Last Modified 08/14/12
Entered By Lisa Carter
CO-OP No
Headline # ECR09790683
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$577.50
Net Total \$3,272.50
Sales Tax

Greensboro (WXLV)
By Broadcast Month
Oct. 2012
Spots 36
Rate \$3,850.00
Grand Total: 36 \$3,850.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	10/15/12-10/19/12	4	:30	10A- Peoples Court	1	1	1	1	1	1			5	\$60.00	\$300.00	Greensboro (WXLV)	PEOPLES COURT	8/14/12
2.0	Normal Line / SPOT (2)	10/15/12-10/19/12	4	:30	10:58:25A- ABC-The View	1	1	1	1	1	1			5	\$60.00	\$300.00	Greensboro (WXLV)	THE VIEW	8/14/12
3.0	Normal Line / SPOT (3)	10/15/12-10/19/12	4	:30	12P- 1P (EST)	1	1	1	1	1	1			5	\$60.00	\$300.00	Greensboro (WXLV)	MILLIONAIRE	8/14/12
4.0	Normal Line / News (4)	10/15/12-10/19/12	4	:30	6:30P- ABC-World News Monday-Friday	1	1	1	1	1	1			5	\$150.00	\$750.00	Greensboro (WXLV)	ABC WORLD NEWS	8/14/12
5.0	Normal Line / SPOT (5)	10/15/12-10/19/12	5	:30	7P- 7:57P (EST)	1	1	1	1	1	1			5	\$200.00	\$1,000.00	Greensboro (WXLV)	FAMILY FEUD	8/14/12
6.0	Normal Line / News (6)	10/15/12-10/19/12	4	:30	11:01P- News- News 14 Carolina on ABC 45 at 11pm	1	1	1	1	1	1			5	\$160.00	\$800.00	Greensboro (WXLV)	NEWS14 ABC45	8/14/12
7.0	Normal Line / SPOT (7)	10/15/12-10/19/12	4	:30	11:35P- ABC-Nightline	1	1	1	1	1	1			5	\$60.00	\$300.00	Greensboro (WXLV)	NIGHTLINE	8/14/12
8.0	Normal Line / SPOT (8)	10/21/12-10/21/12	4	:30	10:58:40A- ABC-This Week								1	1	\$100.00	\$100.00	Greensboro (WXLV)	THIS WEEK	8/14/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
		<i>McGraw Hill</i>	8/15/12	

Station WXLV-TV GREENSBORO/W.SALEM
 Advertiser () POLITICAL ISSUE GROU
 Product REP GOVERNORS ASSOC
 Estimate# 145
 Buyer CINDIE CRANE
 Phone#
 Fax#
 Agency () TARGET ENTERPRISES
 15260 VENTURA BLVD, SUITE 1240
 SHERMAN OAKS, CA 91403
 Agency C/P1/P2/E //145
 Flight Dates 10/15/2012 - 10/21/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () LOS ANGELES
 Salesperson () JENNA AVISHAY
 Salesperson Phone# 323-966-5205
 Salesperson FAX# 917-206-9005

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
1	M-F	10/15-10/19	10A-11A	PEOPLES COURT	.30	\$60.00	5	1	5	\$300.00
Rating: 1.6										
Buyline Comment: ALL SPOTS MOVED FROM HL#9736794										
Sales Remark: V1 ALL SPOTS MOVED FROM HL#9736794										
2	M-F	10/15-10/19	11A-12P	THE VIEW	.30	\$60.00	5	1	5	\$300.00
Rating: 1.5										
Buyline Comment: ALL SPOTS MOVED FROM HL#9736794										
Sales Remark: V1 ALL SPOTS MOVED FROM HL#9736794										
3	M-F	10/15-10/19	12P-1P	MILLIONAIRE	.30	\$60.00	5	1	5	\$300.00
Rating: 1.0										
Buyline Comment: ALL SPOTS MOVED FROM HL#9736794										
Sales Remark: V1 ALL SPOTS MOVED FROM HL#9736794										
4	M-F	10/15-10/19	630P-7P	ABC WORLD NEWS	.30	\$150.00	5	1	5	\$750.00
Rating: 1.2										
Buyline Comment: ALL SPOTS MOVED FROM HL#9736794										
Sales Remark: V1 ALL SPOTS MOVED FROM HL#9736794										
5	M-F	10/15-10/19	7P-8P	FAMILY FEUD\	.30	\$200.00	5	1	5	\$1,000.00
Rating: 3.2										
Buyline Comment: ALL SPOTS MOVED FROM HL#9736794										
Sales Remark: V1 ALL SPOTS MOVED FROM HL#9736794										

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 8/14

Station WXLV-TV GREENSBORO/W.SALEM Agency () TARGET ENTERPRISES Rep Firm () LOS ANGELES
 Advertiser () POLITICAL ISSUE GROU 15260 VENTURA BLVD., SUITE 1240 Sales Office () JENNA AVISHAY
 Product REP GOVERNORS ASSOC SHERMAN OAKS, CA 91403 Salesperson ()
 Estimate# 145 Agency C/P1/P2/E //145 Salesperson Phone# 323-966-5205
 Buyer CINDIE CRANE Flight Dates 10/15/2012 - 10/21/2012 Salesperson FAX# 917-206-9005
 Phone# Hiatus Weeks

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
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6	M-F	10/15-10/19	11P-1135P	NEWS14 ABC45	.30	\$160.00	5	1	5	\$800.00
Rating: 1.4										
Buyline Comment: ALL SPOTS MOVED FROM HL#9736794										
Sales Remark: VI ALL SPOTS MOVED FROM HL#9736794										

7	M-F	10/15-10/19	1135P-1205A	NITELINE	.30	\$60.00	5	1	5	\$300.00
Rating: 1.0										
Buyline Comment: ALL SPOTS MOVED FROM HL#9736794										
Sales Remark: VI ALL SPOTS MOVED FROM HL#9736794										

8	SU	10/21-10/21	11A-12P	THIS WEEK	.30	\$100.00	1	1	1	\$100.00
Rating: 1.0										
Buyline Comment: ALL SPOTS MOVED FROM HL#9736794										
Sales Remark: VI ALL SPOTS MOVED FROM HL#9736794										

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---REPORT TOTALS---

Report Totals. 36 / \$3,850.00

Oct 12. 36 / \$3,850.00
 Sales Totals. 36 / \$3,850.00
 Station Totals. 36 / \$3,850.00
 Lines not sent/rcld/rtm. 0 / \$0.00

---COMPETITIVE---

Market Totals	\$48,125	CABL 0%	WGHP 58%	UNKN 0%	WEEK 0%	WCWG 0%	WXXI 17%	WFLX 9%
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Books null
 Demos RA35+

Rep Order# 9790683 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/14/2012 9:09 AM
Last Received: 08/13/2012 5:59 PM
Showing Buylines: All Lines

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